

## Calico Ghost Town Marketing Svcs

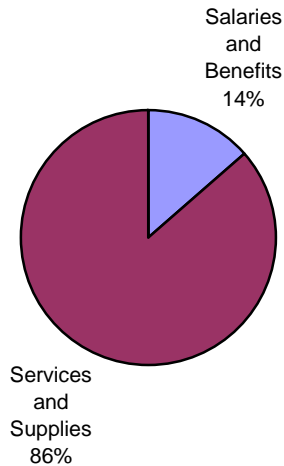
### DESCRIPTION OF MAJOR SERVICES

This special revenue fund was established to provide separate accountability and operations of marketing services for Calico Ghost Town Regional Park. A portion of revenues from the Calico Ghost Town concessionaires and park admission fees are used to advertise and market several special events including Calico Days, Spring Festival, Hullabaloo, and the Fine Arts Show.

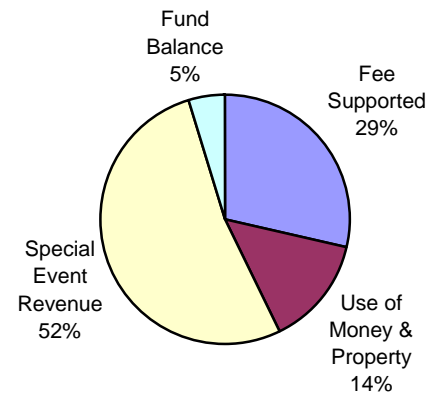
### BUDGET AND WORKLOAD HISTORY

	<b>Actual 2002-03</b>	<b>Budget 2003-04</b>	<b>Estimate 2003-04</b>	<b>Proposed 2004-05</b>
Total Appropriation	338,741	428,694	419,563	400,631
Departmental Revenue	380,479	370,500	379,100	381,900
Fund Balance		58,194		18,731
Budgeted Staffing		1.0		1.0

### 2004-05 BREAKDOWN BY EXPENDITURE AUTHORITY



### 2004-05 BREAKDOWN BY FINANCING SOURCE



GROUP: Econ Dev/Public Svc  
 DEPARTMENT: Public Works - Regional Parks  
 FUND: Calico Ghost Town Marketing Svcs

BUDGET UNIT: SPS CCR  
 FUNCTION: Recreation and Cultural Services  
 ACTIVITY: Promotion

## ANALYSIS OF 2004-05 BUDGET

	A	B	C	D	E	B+C+D+E F	G	F+G H
	2003-04 Year-End Estimates	2003-04 Final Budget	Cost to Maintain Current Program Services (Schedule A)	Board Approved Adjustments (Schedule A)	Impacts Due to State Budget Cuts (Schedule B)	Board Approved Base Budget	Department Recommended Funded Adjustments (Schedule C)	2004-05 Proposed Budget
<b>Appropriation</b>								
Salaries and Benefits	46,390	49,541	-	-	-	49,541	5,278	54,819
Services and Supplies	372,500	378,980	-	-	-	378,980	(33,358)	345,622
Transfers	173	173	-	-	-	173	17	190
Total Appropriation	419,063	428,694	-	-	-	428,694	(28,063)	400,631
<b>Departmental Revenue</b>								
Use of Money & Prop	56,200	56,000	-	-	-	56,000	400	56,400
Current Services	120,000	110,000	-	-	-	110,000	5,000	115,000
Special Event Revenue	202,900	204,500	-	-	-	204,500	6,000	210,500
Total Revenue	379,100	370,500	-	-	-	370,500	11,400	381,900
Fund Balance		58,194	-	-	-	58,194	(39,463)	18,731
Budgeted Staffing		1.0	-	-	-	1.0	-	1.0

## SCHEDULE C

DEPARTMENT: Public Works - Regional Parks  
 FUND: Calico Ghost Town Marketing Svcs  
 BUDGET UNIT: SPS CCR

## DEPARTMENT RECOMMENDED FUNDED ADJUSTMENTS

Brief Description of Program Adjustment	Budgeted Staffing	Appropriation	Departmental Revenue	Fund Balance
1. Salaries and Benefits An increase in benefits for the marketing specialist.		5,278	-	5,278
2. Services and Supplies A reduction in services and supplies is due to less fund balance available for FY 2004-05.	-	(33,358)	-	(33,358)
3. Transfers A slight increase in EHAP charges.	-	17	-	17
4. Revenue From Use of Money and Property Slight increase due to a rise in tourism at the park.	-	-	400	(400)
5. Revenue from Current Services Slight increase due to a rise in tourism at the park.	-	-	5,000	(5,000)
6. Other Revenue Anticipated increase in festival and special event revenue.	-	-	6,000	(6,000)
<b>Total</b>	<b>-</b>	<b>(28,063)</b>	<b>11,400</b>	<b>(39,463)</b>

